

ABSTRACT

The invention is of a novel business method for recording vehicle purchase transactions involving sales staff and customers. The method involves, through use of a software-driven program on a PC, recording audio and video data using a PC-connected digital video camera and PC-connected microphone, generating transaction-specific data to be saved with the audio and video data, storing the transaction-specific data, audio, and video data onto substantially indelible media in a data file identified by a unique data file name or number, and storing a record of the transaction-specific data and the associated unique file name or number into a searchable database for later location of the transaction recording.